

Page 30, line 19, and page 31, line 11, and page 31, line 13, after "of" insert --a process associated with--.

Page 31, line 5, after "is a" insert -[flow chart that is a continuation of the--.

Page 31, replace lines 23 and 24 with

--Fig. 17 is an overview of the interaction between the vendor and the market.

Fig. 18 is a view of the interaction of functional elements that serve the vendor and the market.

Fig. 20 is a view of a feedback loop between the vendor and the market--

Page 31, replace lines 28 through 30 with -[Fig. 21 is a view of a display at a vendor.

Fig. 24 is a view of a user's display.

Fig. 25 is a diagram of information available at a vendor.

Figs. 27, 29, 30, and 31 are diagrams of functions performed at vendors and in the market.

Figs. 28 and 32 are diagrams of functions changing over time.--

Page 31, lines 31 and 32, replace "one type of trigger events" with -[a diagram of a learning curve with respect to a product feature.--

Page 32, lines 6-8, replace "the application of the invention to (existing and new) product environments and digital environments" with -[a flowchart associated with use of a VLR server--.